

**IT IS CLAIMED:**

1. A method for accrediting potential bidders to an auction carried on a computer network, comprising the steps of:  
publishing on the network the particulars of said auction, including the description of the article that is auctioned off and the bidding that is currently associated with said article;  
setting out a first sequence of instructions directing the examinations of one or more advertisements on said computer network;  
accumulating a first predetermined number of earned points to the benefit of a particular potential bidder upon the compliance by said potential bidder with said instructions directing the examination of said advertisements; and  
accrediting said potential bidder to become a qualified bidder in said auction upon the accumulation of said earned points that is greater than a preselected number of points.
2. A method according to Claim 1, comprising the further steps of:  
setting out a second sequence of instructions directing the examinations of one or more business facilities described on said computer network; and  
accumulating a second predetermined number of earned points to the benefit of said particular bidder upon the compliance by said potential bidder with said instructions directing the examination of each said business facilities.

3. A method according to Claim 2, wherein:

said step of accrediting said potential bidder includes the further step of accumulation of said first and second earned points.

4. A method according to Claim 1, comprising the further step of:

providing a list of subscribing bidders each qualified to participate in said auction by virtue of a payment of an entry fee; and

said step of publishing on said network the particulars of said auction includes the bidding particulars of said subscribing and said qualified bidders.

5. A method according to Claim 4, comprising the further steps of:

setting out a second sequence of instructions directing the examinations of one or more business facilities described on said computer network; and

accumulating a second predetermined number of earned points to the benefit of said particular bidder upon the compliance by said potential bidder with said instructions directing the examination of each said business facility.

6. A method according to Claim 5, wherein:

said step of accrediting said potential bidder includes the further step of accumulation of said first and second earned points.

7. A method for accrediting potential bidders to an auction carried on a

network, comprising the steps of:

publishing on the network the particulars of said auction, including the description of the article that is auctioned off and the bidding that is currently associated with said article;

setting out a first sequence of instructions directing the examinations of one or more advertisements on said network;

setting out a second sequence of instructions directing the examinations of one or more business facilities described on said network;

accumulating a first predetermined number of earned points to the benefit of a particular potential bidder upon the compliance by said potential bidder with said instructions directing the examination of said advertisements;

accumulating a second predetermined number of earned points to the benefit of said particular bidder upon the compliance by said potential bidder with said instructions directing the examination of each said business facility; and

accrediting said potential bidder to become a qualified bidder in said auction upon the accumulation of said first and second earned points that is greater than a preselected number of points.

8. A method according to Claim 7, wherein:

said network is a computer assisted communication network; and

said auction is effected by interactive computer assisted communications on said network.

9. A method according to Claim 8, comprising the further step of:

providing a list of subscribing bidders each qualified to participate in said auction by virtue of a payment of an entry fee; and

said step of publishing on said network the particulars of said auction includes the bidding particulars of said subscribing and said qualified bidders.

10. A method of garnering the attention of such persons as may be viewing information generally distributed by a network to view specified part or portion of said information, comprising the steps of:

publishing on the network the particulars of an auction, including the description of

the article that is auctioned off, the identities of the bidders that are currently participating in said auction, and the bidding that is currently associated with each said article;

setting out a first sequence of instructions directing the examinations of one or more

of said specified parts or portions of said information on said network;

accumulating a first predetermined number of earned points to the benefit of a

particular one of said persons upon the compliance by said person with said instructions directing the examination of said parts or portions of said information; and

accrediting each said person to become a qualified bidder in said auction upon the accumulation of said earned points that is greater than a preselected number of points.

11. A method according to Claim 10, wherein:

said network is a computer assisted communication network; and

said auction is effected by interactive computer assisted communications on said network.



accumulating a second predetermined number of earned points to the benefit of said person upon the compliance by said person with said instructions directing the examination of each said business facilities.

17. A method according to Claim 16, wherein:  
said step of accrediting said person as a qualified bidder includes the further step of accumulation of said first and second earned points.

18. A method according to Claim 17, wherein:  
said network is a computer assisted communication network; and  
said auction is effected by interactive computer assisted communications on said network.

19. A method according to Claim 18, comprising the further step of:  
providing a list of subscribing bidders each qualified to participate in said auction by virtue of a payment of an entry fee.

20. A method according to Claim 19, comprising the further step of:  
said step of publishing on said network the particulars of said auction includes the bidding particulars of said subscribing and said qualified bidders.